Attorney's Docket No.: 06543-008002

OFFICIAL COMMUNICATION

FACSIMILE

FOR THE PERSONAL ATTENTION OF:

MS. PAULA SMITH, SPECIAL HANDLING

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Number of pages including this page   20
Applicant : Payne et al.   FACSIMILE COMMUNICATION
Patent No.:   5,909,492   Filed   : June 18, 1997
Serial No. : 08/878,396   Issue Date : June 1, 1999
Title   : NETWORK SALES SYSTEM

Commissioner for Patents
Washington, D.C. 20231

Attention: Ms. Paula Smith, Special Handling
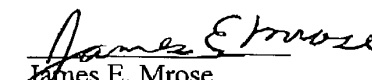
TRANSMITTAL OF OFFICIAL RECORDS

In response to a telephone request from Ms. Paula Smith of the Patent and Trademark
Office, the undersigned encloses herewith a copy of Paper #5 from the undersigned's official
records of this patent application (a Response filed October 13, 1998).

The undersigned hereby declares that the papers enclosed herewith constitute, to the best
of his knowledge, the undersigned's records of this patent application insofar as it concerns the
Patent and Trademark Office. This statement is made with the knowledge that willful false
statements and the like so made are punishable by fine or imprisonment, or both, under Section
1001 of Title 18 of the United States Code and that such willful false statements may jeopardize
the validity of the application or any patent issuing thereon.

Please apply any charges or credits to Deposit Account No. 06-1050.

Respectfully submitted,

Date: July 6, 2001

James E. Mrose
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Andrew C. Payne et al.   Art Unit: 2414
Serial No.: 08/878,396   Examiner: D. Gregory
Filed   : June 18, 1997
Title   : NETWORK SALES SYSTEM

Assistant Commissioner for Patents
Washington, DC 20231

RESPONSE

In response to the Examiner's action dated July 6, 1998, please amend the claims, as follows:

1.   (Twice amended) A network-based sales system, comprising:

a merchant database comprising a plurality of digital advertisements and a plurality of respective product fulfillment items;

at least one creation computer for creating said merchant database; and

at least one merchant computer for causing said digital advertisements to be transmitted to a user and for causing advertised products to be transmitted to said user;

said creation computer, [and] said merchant computer, and a payment computer being interconnected by a public packet switched computer network;

said creation computer being programmed to create said merchant database, and to transmit said digital advertisements

Date of Deposit October 6, 1998
I hereby certify under 37 CFR 1.8(a) that this correspondence is being deposited with the United States Postal Service as first class mail with sufficient postage on the date indicated above and is addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231

Robyn Recesse